

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. **(Currently Amended)** A method of dynamically determining an optimal promotion to be offered on an Internet website operated by an Internet merchant, comprising:

(a) receiving configuration data from the Internet merchant, wherein such configuration data ~~assists in communication with the Internet merchant~~ comprises an indication of the number of visitors to the Internet website who are to participate in experiments and time-related information concerning the experiments;

(b) randomly choosing visitors to the website to participate in the experiments according to the configuration data;

(c) running multiple the experiments according to the configuration data on an on-going basis on randomly chosen visitors to the Internet website;

~~(e)~~(d) dynamically determining an optimal promotion using real-time analysis of the data from the experiments, wherein the optimal promotion optimizes at least one economic variable selected from a group of economic variables; and

~~(d)~~(e) displaying the optimal promotion to the Internet merchant.

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2. **(Original)** The method of claim 1, wherein said configuration data includes sampling parameters.
3. **(Currently Amended)** The method of claim 1, where said configuration data includes potential promotions to be offered to the sampled visitors in step ~~(b)~~ (c).
4. **(Original)** The method of claim 1, wherein said configuration data includes whether the sampling is to be performed continuously or at discrete intervals.
5. **(Previously Presented)** The method of claim 1, wherein said configuration data includes data for segmenting the visitors into clusters.
6. **(Original)** The method of claim 1, wherein said configuration data includes a minimum threshold for automatically propagating an optimal promotion.
7. **(Original)** The method of claim 1, wherein said configuration data includes a minimum basket size for receiving a promotion.
8. **(Original)** The method of claim 1, wherein said random sampling is performed on the entire population of visitors to the website.
9. **(Original)** The method of claim 1, wherein visitors to the website are grouped, and each group is sampled separately.
10. **(Original)** The method of claim 9, wherein an optimal promotion is determined for each group.

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11. **(Original)** The method of claim 10, additionally comprising updating the website such that a visitor is offered the optimal promotion determined in step (c) according to the visitor's group.

12. **(Original)** The method of claim 10, wherein groups are determined based upon prior purchasing behavior.

13. **(Original)** The method of claim 10, wherein groups are determined based upon demographic characteristics.

14. **(Currently Amended)** The method of claim 1, wherein step ~~(e)~~ (d) comprises determining a promotion that optimizes profit.

15. **(Currently Amended)** The method of claim 1, additionally comprising:
~~(e)~~(f) automatically updating the website to use the optimal promotion determined in step ~~(e)~~ (d).

16. **(Currently Amended)** The method of claim 1, additionally comprising:
~~(e)~~(f) automatically updating the website to use the optimal promotion determined in step ~~(e)~~ (d) if the optimal promotion meets a minimum threshold.

17. **(Currently Amended)** The method of claim 16, wherein said minimum threshold is that the optimal promotion determined in step ~~(e)~~ (d) is a predetermined percentage better than a currently offered promotion for the product.

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18. (Currently Amended) A method of dynamically determining an optimal promotion to be offered on an Internet website operated by an Internet merchant, comprising:

(a) randomly choosing visitors to the website to participate in experiments;

(b) running multiple the experiments on an on-going basis on the randomly chosen visitors to the Internet website;

(c) dynamically determining an optimal promotion using real-time analysis of the data from the experiments, wherein the optimal promotion optimizes at least one economic variable selected from a group of economic variables; and

(d) displaying the optimal promotion to the Internet merchant.

19. (New) The method of claim 1, wherein in step (d) the optimized economic variable is market share.

20. (New) The method of claim 1, wherein in step (d) the optimized economic variable is customer satisfaction.

21. (New) The method of claim 1, wherein in step (d) the optimized economic variable is a resource selected from the group consisting essential of shipping resources and manufacturing resources.